SETC Training Corporate Logo

SEO Training: Winning the SEO Ranking Wars (SEOPR, 3 jours)

Description

You can have the greatest web site in the world. If no one sees it, what is the point? Search Engine Optimization is a complex task that requires skill, discipline and patience. Making the wrong decisions can have long term implications on your business health and future prospects. The course Winning the SEO Ranking Wars (Marketing Training) teaches you how to get to a first page ranking in Google and other search engines. The training includes organic & paid SEO, page structure considerations as well as the use of appropriate header tags (H1, H2 & H3) and the use of appropriate page names & content. The course also covers the use of social media & blogging for SEO.

Tarifs

- Tarification: $3,350/person
- Rabais de 10% lorsque vous inscrivez 3 personnes.

Plan de cours

The Search Landscape

- Overview of Working Strategies
- Setting Realistic Goals for Digital Marketing
- Exploring Google's Ranking Factors
- The Power of Authority, Trust and Relevance
- About Ranking and Page Structure
- A Powerful Combination: Organic and PPC

The Art of Keyword Research

- What is a Keyword?
- Page Elements that Contribute to Keywords
- Choosing Keywords based on Objectives and Business Structure
- Doing Keyword Research
- Narrowing down Keyword Choices

Organic SEO

- The Overall Site Structure
- Exploring Page Elements
- Optimizing Click Through Rate
- Dealing with Load Speed
- Key Files: Robots and Sitemaps
- Using Canonical Names
- Featured Snippets and Other Cool Stuff
- Microformats, Microdata and schema.org

The Art of Link Building

- Categorizing Site Links
- The Importance of Site Links
- How to get Site Links
- Pitfalls to Avoid
- Exploring Link Building Strategies

Art of Social Media

- The Relative Importance of Social Media
- About Facebook and SEO

About Twitter and SEO
About LinkedIn and SEO
More on Social Media
Google Analytics
Connecting to Analytics
Using Primary Views
Creating Targets
Analyzing Behavioral Patterns
Analyzing User Profiles
Using Dashboards
Google AdWords
Choosing AdWords Target Keywords
Creating Ads
Working with Ad Extensions
Setting Ad Targets
Creating Campaigns
Tracking Keyword Success
Viewing Results and Improving Campaigns